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Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Scott Rosenberg & Matthew H. Self  
APPLICATION NO.: 09/978,144  
FILING DATE: October 15, 2001  
TITLE: Method And System For Dynamic Ad Placement  
EXAMINER: Not Yet Known  
GROUP ART UNIT: Not Yet Known  
ATTY. DKT. NO.: 22407-05492

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner For Patents, Washington, D.C. 20231, on the date shown below:

Dated: 11/30/01

By: Laura Majerus  
Laura A. Majerus, Reg. No.: 33,417

COMMISSIONER FOR PATENTS  
WASHINGTON, DC. 20231

INFORMATION DISCLOSURE STATEMENT

Under 37 CFR §§ 1.56 and 1.97-98

SIR:

Pursuant to the provisions of 37 CFR §§ 1.56 and 1.97-98, enclosed herewith is modified form PTO-1449 listing references for consideration by the Examiner. A copy is enclosed herewith of each listed reference which may be material to the examination of this application, and with respect to which there may be a duty to disclose.

The filing of this Information Disclosure Statement shall not be construed as a representation regarding the completeness of the list of references; or that inclusion of a reference in this list is an admission that it is prior art or is pertinent to this application, or that a search has been made, or as an admission that the information listed is, or may be considered to be, material to patentability, or that no other material information exists, and shall not be construed as an admission against interest in any manner.

- ☐ This application relies, under 35 U.S.C. § 120, on the earlier filing date of prior application Serial No. [SERIAL NUMBER], filed on [FILING DATE], and the references cited therein are hereby referenced, but are not required to be provided in this application under 37 CFR § 1.98(d).

The Information Disclosure Statement submitted herewith is being filed:

- ☒ within three months of the filing date of the application, or date of entry into the national stage of an international application, or before the mailing date of a first official action on the merits, whichever event last occurred;  
OR
- ☐ before the mailing of a first official action after the filing of a request for continued examination (RCE) under 37 CFR § 1.114;
- ☐ after three months of the filing date of this national application or the date of entry of the national stage in an international application, or after the mailing date of the first official action on the merits, whichever event last occurred, but before the mailing date of the first to occur of either:
  - (1) a final action under 37 CFR §1.113; OR
  - (2) a notice of allowance under 37 CFR §1.311; AND
  - ☐ attached hereto is the fee of \$180, as set forth under 37 CFR §1.17(p), for submission of this Information Disclosure Statement under 37 CFR. § 1.97(c); OR
  - ☐ Applicant certifies pursuant to 37 CFR § 1.97(e) that:
    - ☐ each item of information contained in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Statement;  
OR
    - ☐ no item of information contained in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application or, to the knowledge of the person signing this certification after making reasonable inquiry, was known to any individual designated under 37 CFR § 1.56(c) more than three months prior to the filing of this Statement.
- OR
- ☐ before the payment of the issue fee but after the mailing date of the first to occur of either:
  - [1] a final action under 37 CFR § 1.113; OR
  - [2] a notice of allowance under 37 CFR § 1.311; AND  
in accordance with the requirements of 37 CFR § 1.97(d):
  - ☐ Applicant certifies pursuant to 37 CFR. § 1.97(e) that:

- ☐ each item of information contained in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Statement; OR
- ☐ no item of information contained in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application or, to the knowledge of the person signing this certification after making reasonable inquiry, was known to any individual designated under 37 CFR § 1.56(c) more than three months prior to the filing of this Statement; AND
- ☐ Applicant hereby respectfully petitions for the consideration of the accompanying Information Disclosure Statement under 37 CFR § 1.97(d)(2); AND
- ☐ Applicant submits the petition fee of \$180 as set forth in 37 CFR § 1.17(p).

☐ Each item of information contained in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart application, and the communication was not received by any individual designated in 37 CFR § 1.56(c) more than thirty days prior to the filing of this Information Disclosure Statement. 37 CFR § 1.704(d).

☒ Applicant submits that no fee is required for the consideration of the accompanying Information Disclosure Statement.

Consideration of the listed references and favorable action are solicited.

Respectfully submitted,  
Scott Rosenberg, et al.

Dated: 11/30/01

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FORM PTO-1449

U.S. DEPARTMENT OF COMMERCE

Attorney's Docket No.

Serial No.

(REV. 8-89)

Patent and Trademark Office

22407-05492

09/978,144

**INFORMATION DISCLOSURE CITATION**

Applicant

Scott Rosenberg, et al.

Filing Date

10/15/2001

Group Art Unit

Not Yet Known

(Use several sheets if necessary)

**U.S. PATENT DOCUMENTS**

Document Number	Date	Name	Class	Subclass	Filing Date If Appropriate
5,999,688	12/07/99	Iggulden et al.	386	46	08/13/96
5,987,210	11/16/99	Iggulden et al.	386	46	12/15/95
5,696,866	12/09/97	Iggulden et al.	386	46	09/12/94
5,692,093	11/25/97	Iggulden et al.	386	46	01/04/94
5,455,630	10/03/95	McFarland et al.	348	476	08/06/93
5,333,091	07/26/94	Iggulden et al.	360	14.1	01/08/93

**FOREIGN PATENT DOCUMENTS**

Document Number	Date	Country	Class	Subclass	Translation
					Yes No
EP 0 693 215 B1	11/25/98	Europe	G11B	27/02	Yes
AU 694568	03/21/96	Australia	H04N	5/76	Yes

**OTHER DOCUMENTS** (Including Author, Title, Date, Pertinent Pages, Etc.)


EXAMINER

DATE CONSIDERED

EXAMINER: Initial if references considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance and not considered.

Include copy of this form with next communication to applicant.

PTO-1449

REV: 02/01